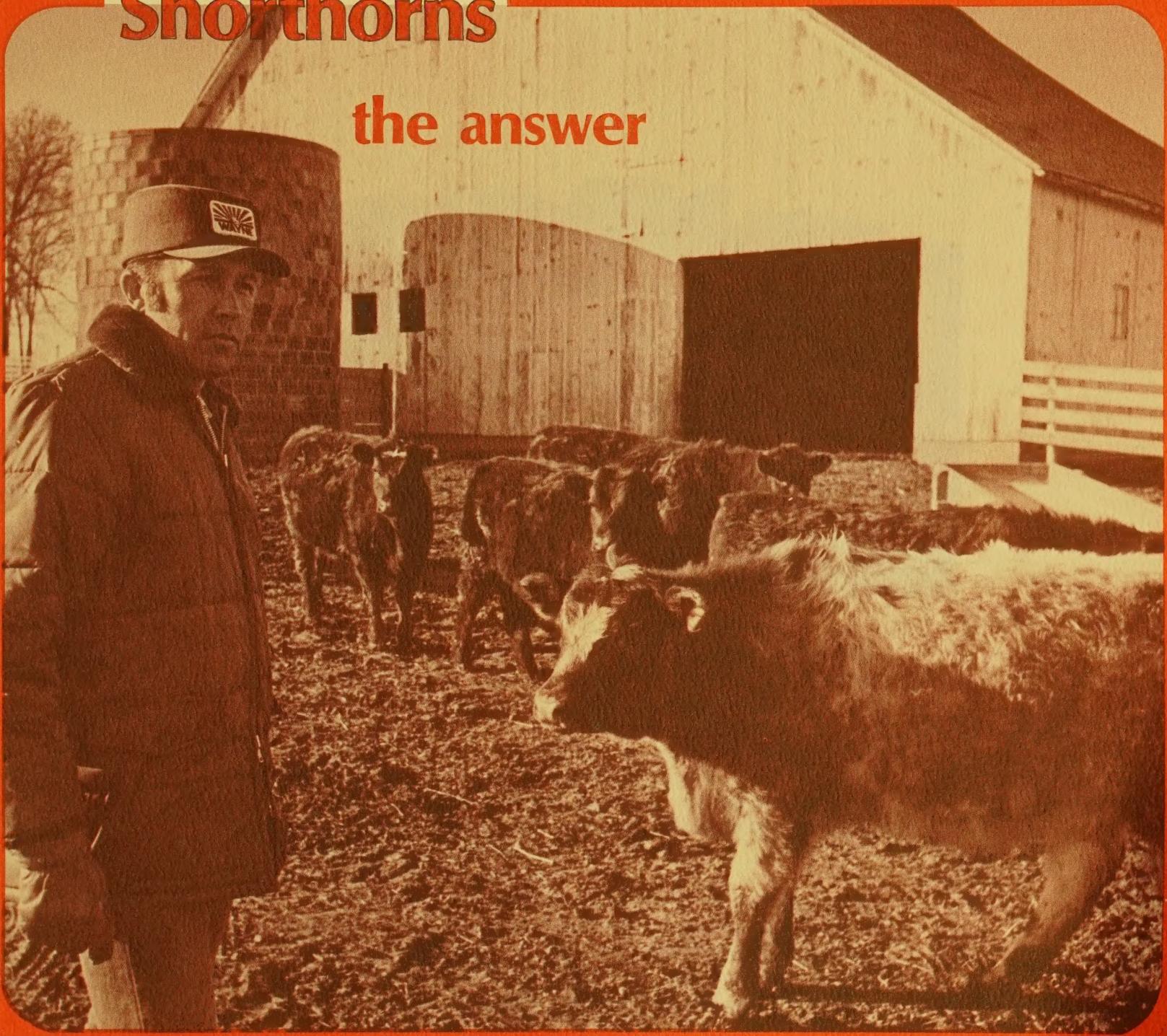


Shorthorns

the answer





As cattlemen, we're involved in a never-ending challenge to produce a better beef animal. Nationally, the beef needs over the next few years will increase by about 25 per cent.

As cattlemen, we're looking for both a quality product for our consumers, and a higher profit for ourselves.

One beef breed stands apart as the leader in rapid growth; outstanding crossbreeding ability; adaptability to all parts of the country.

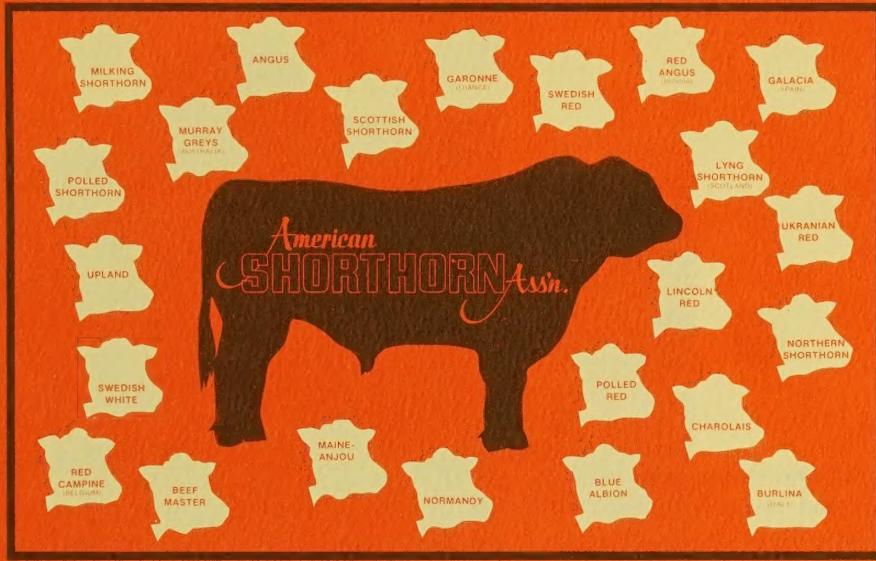
The breed? Shorthorns.

Shorthorns were the first improved breed imported to America. The oldest improved breed of cattle had originated around 1600 in England. The breed was developed in an age that demanded efficiency. Therefore, the qualities of rapid growth, easy feeding and quality were bred into the animal in its formative stage. These advantages continue to be an integral part of the breed. There are many others.



Shorthorns are versatile. They adapt well to range conditions. FFA and 4-H members make use of Shorthorns in show events.



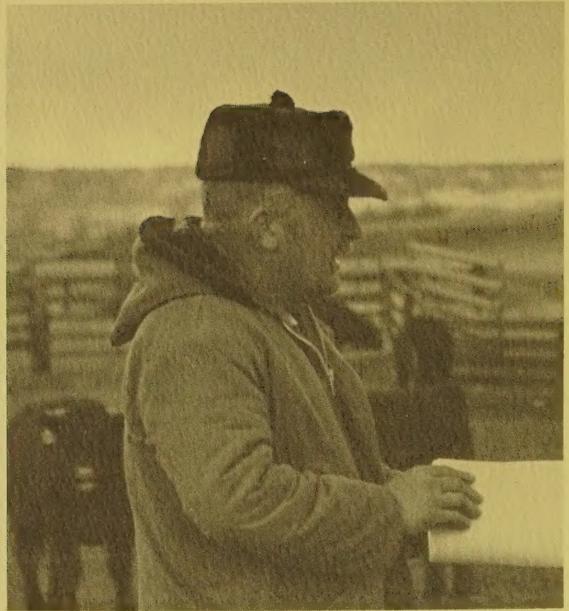


Crossbreeding

Shorthorns are famous for their ability to pass on desirable characteristics in a crossbreeding program. On its family tree, there are over 30 other recognized beef breeds. This founding record is more than Angus and Herefords can boast on a combined basis. By using Shorthorn bulls, producers report up to 75 pounds additional weaning weight.

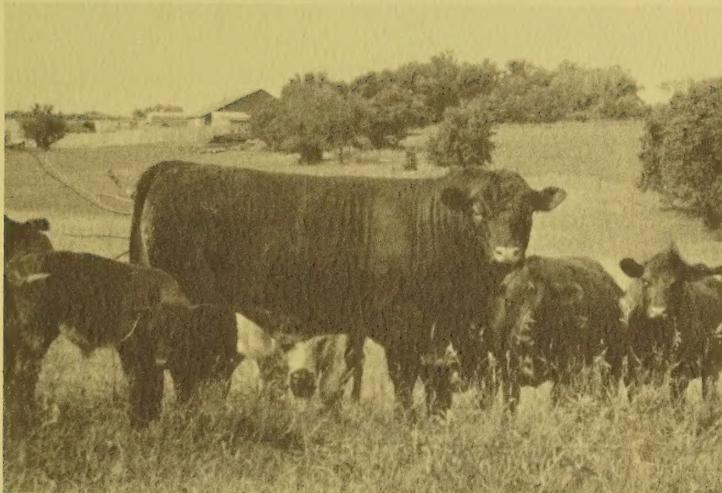
Feed Efficiency

Breeders have often referred to Shorthorns as a "wonder." In a recent ASA Sire Evaluation test steer calves graded 100 per cent choice on a 90-day finishing ration. Your cattle can be ready from feedlot to market in just 90 days. Shorthorns also have the best record of any breed for grading low choice, or better at slaughter weights. In a recent study at the Nebraska State Fair, Shorthorns outranked all breeds in grading ability. That's important to someone looking at an animal for superior earning potential.



The breeders of Shorthorn cattle continually study and research breed improvement. Many times this becomes a family project.





Mothering

Shorthorns are world famous for a wealth of early growth. The Shorthorn cow is a natural mother, with excellent milking ability. In addition, the animal's temperament is docile. Shorthorns are used extensively in 4-H and FFA work.

Adaptable

Shorthorns are unsurpassed in their adaptability to all climatic conditions. You can find the breed in the high altitude of the Rocky Mountains as well as the gulf areas of the south. On the range, grazing in the pasture, or in the feedlot, Shorthorns are big gainers for you.

Demanded

People are beginning to realize more fully the profit potential of Shorthorns. The calves are eagerly sought because of their gaining and finishing ability. The animal consistently tops the market and usually reaches the chutes earlier than other breeds.

American Shorthorn Association

The American Shorthorn Association, since its founding in 1883, has worked to maintain and increase the long improvement strain identified with Shorthorns. The national breeder's organization, with over 7,000 members, also promotes the growth of the breed. It does this by sponsoring shows and sales and numerous herd improvement programs throughout the country.

ROP

An important step in sustaining the Shorthorn characteristics, is compiling necessary objective data logging the differences in animals. The ROP or Records of Production allows the producer to compare an individual animal to all within the herd; to more effectively make selections for breed improvement. By using this measurable information and basic knowledge of Shorthorn production, he can make decisions scientifically, to advance his herd.

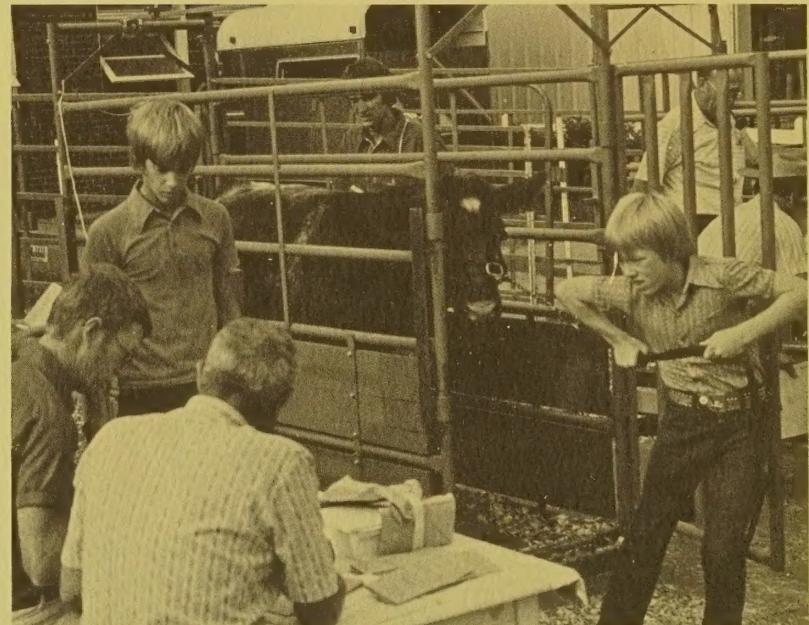
Sire Evaluation

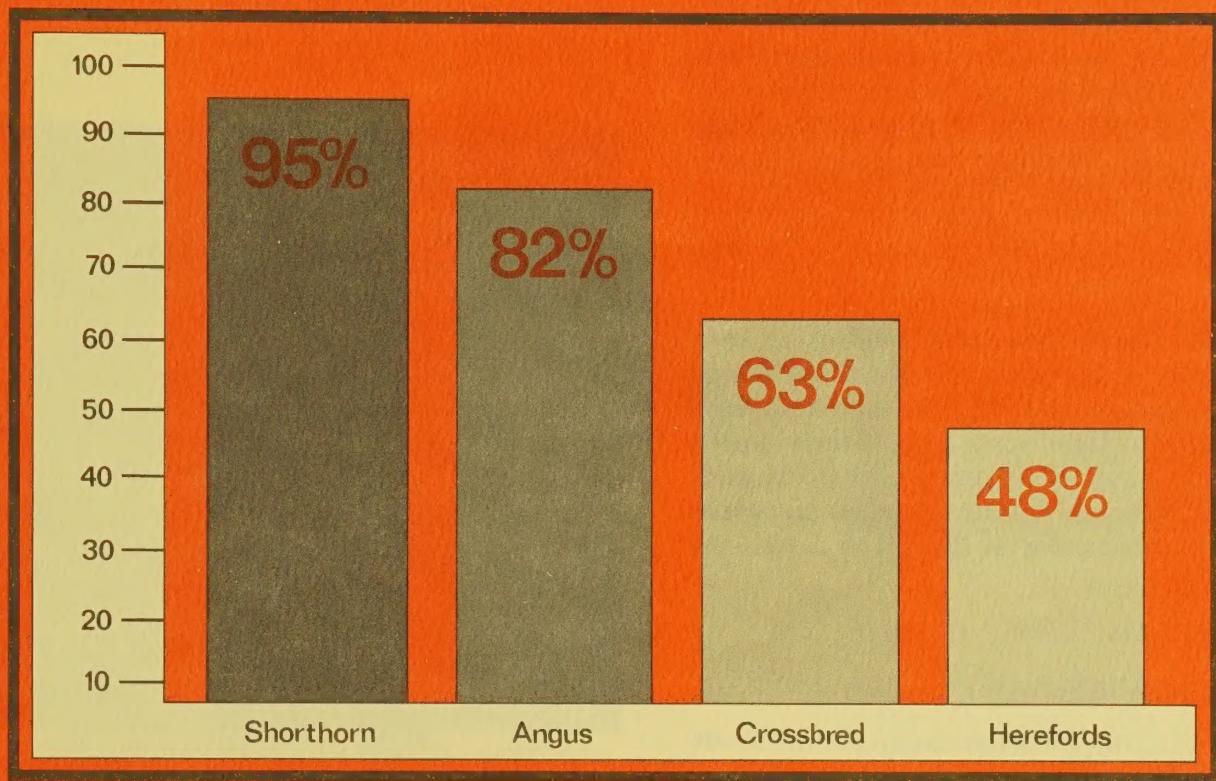
A program which set a precedent in the cattle industry, is the ASA's Sire Evaluation Testing. Today's producer wants an economical, efficient animal. Shorthorns have these characteristics, but ASA is working to improve on them. This progeny testing is one of the most progressive tools in breed improvement. The project provides a complete evaluation of a bull's ability to transmit to his offspring valuable traits. Information is gathered from birth to the cooler on each sire. Why is this so important? Sire selection is paramount in breed improvement. If the excellent characteristics of the animal can be enhanced, these findings could strengthen even further the breed's efforts to be a total commercial success.

A Look to the Future

A concern for the future has also prompted research and a greater stress on educational and promotional activities through ASA. A larger percentage of Shorthorns "show" across the country than any other breed. At a recent national show over 290 head were exhibited. With this stress, many new services are being planned.

Presently, we are in an era where more and more cattle are grass or foliage fed. Market demands are for a quality, rapid finishing animal. Shorthorns fit into the picture perfectly. Likewise, the breed attains 1,000 to 1,100 pound yearlings on minimum feed. In the future, the Shorthorn will adapt to market demand of that day.





The Shorthorns' superior ability to grade choice, as published in a recent state fair report. One more advantage to putting Shorthorns in your breeding program.

Polled

The Shorthorn contains both horned and polled cattle. Having a "natural" hornless animal provides three major economic advantages: a savings of time and expenses in dehorning; no loss for horn-damaged carcass; less threat of personal injury. Both branches of the breed can be used in herd improvement at a cost of only one membership in the American Shorthorn Association.

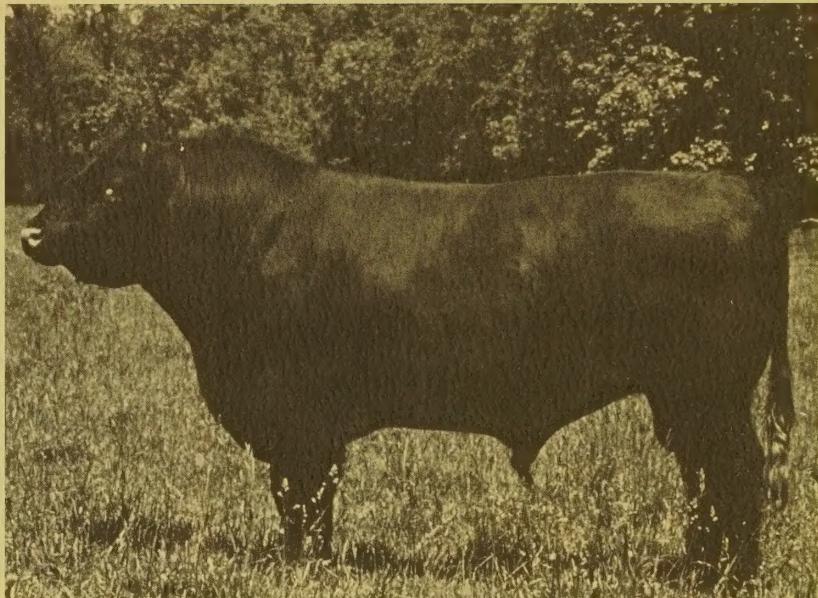
The Lassies

In an effort to effect a closer relationship between wives and daughters of breeders, the National Short-horn Lassies was organized in 1956. The members build and maintain booths at fairs; serve at field days, shows and sales; sponsor awards and further Shorthorn publicity. Annually, a National Lassie Queen is chosen to act as a goodwill ambassador of the breed across the country.

Junior Shorthorn Association

Exchanging of ideas for progress in the cattle industry can be an important step in an association's work. Realizing the need of young cattle producers to share these ideas, the ASA formed the Junior Short-horn Association in 1968. The group is involved in field days, shows and sales, promotional programs, judging and other events.

Shorthorns — a breed that has been an improving force for over 300 years. The American Shorthorn Association and its affiliates — organizations constantly striving to further accentuate the advantages of a breed to benefit you. Together, a dynamic force that has the potential to meet the producer's challenge; an animal that keeps your costs at a minimum and your profit at a maximum. Your answer is Shorthorns. The breed that guarantees your best chances in a highly competitive market.



What Others Say About Shorthorns



F. J. Whittaker, Leadore, Idaho:

"I sell my calves as yearlings at 16 months of age. I have always had a ready market for these yearlings because when a feeder has them once, he always wants Shorthorns."

John J. Chrisman, Big Piney, Wyo.:

"These are a modern type cattle that have and are continuing to provide us with the top dollar at the market."

Alvin and Lonny Flack, Nevada, Iowa:

"I sell a lot of cattle on yield and grade and do well. Cattle with Shorthorn blood will get to the market weight on mostly silage and need very little high-priced corn to grade."

Charles Obrecht, Harlan, Iowa:

"We have built a reputation in several cattle terminals and packinghouses for selling cattle that grade well and yield well. This is why we stay with Shorthorns."

Don James, Pardeeville, Wis.:

"The Shorthorn is an excellent feeder calf and makes choice grade faster and more economically than any other calves we've fed."

Kamp Cattle Co., Walcott, Wyo.:

"Previously we had a nice Hereford herd, but they were providing less milk and the calves were only weaning off at 325 pounds. With changing to Shorthorn bulls, the calves are more vigorous. We experience very little sickness and the calves are strong at birth."

American
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